

REMARKS

In response to the Office action mailed June 24, 2010, the Examiner's claim rejections have been considered. Applicant respectfully traverses all rejections regarding all pending claims and earnestly solicit allowance of these claims.

1. Claim Rejection – 35 U.S.C. § 103 – Claims 1-5 and 8-12

The Examiner has rejected claims 1-5 and 8-12 under 35 U.S.C. § 103(a) as being unpatentable over Cardno in view of Soper. Applicant respectfully traverses this rejection. For the sake of brevity, the rejections of the independent claims 1 and 8 are discussed in detail on the understanding that the dependent claims are also patentably distinct over the cited references, as they depend directly from their respective independent claims. Nevertheless, the dependent claims include additional features that, in combination with those of the independent claims, provide further, separate and independent bases for patentability.

Applicant submits that Cardno and Soper, either alone or in combination, fail to disclose all the claim limitations. Specifically, Applicant submits that the cited references do not disclose “a user selection component configured to enable a user to select part of the spatial graphic in order to present additional data for further analysis by the user.” The claimed invention enables the user to highlight a particular area that presents additional details about the highlighted area. With the additional information, the user can conduct further data analysis to better configure the physical layout of a commercial premise. For example, the user can examine the merchant customer interaction over a period of time at a particular location. The user can also conduct further data mining with respect to a particular location and which products the customer preferred in the particular location. In contrast to the claimed invention, Cardno does not disclose this limitation. Indeed, the Examiner acknowledges this on page 3 of the Office action dated June 24, 2010.

Moreover, Applicant submits Soper also does not disclose this limitation. Rather, the cited portion of Soper (p. 6, lines 7-13) discloses that the user may add, remove, or reposition an object presented on the display. Applicant submits that the changes to the display are not the same as highlighting an area of the display to obtain additional information as recited in the

claimed invention. Soper is more directed to establishing a layout, whereas the claimed invention is directed to analyzing the merchant customer interaction as a result of the layout.

Applicant further submits that independent claim 8 is not obvious in view of Cardno and Soper. Specifically, Applicant submits that the cited references do not disclose “presenting interactions between customers and merchants associated with part of the spatial graphic selected by a user, wherein the displayed interactions between customers and merchants is over a pre-specified period of time.” Similar to claim 1, the claimed invention enables the user to highlight a particular area and obtain additional information. Applicant submits that this claim limitation is not taught, disclosed, or suggested in Cardno and Soper.

In conclusion, Applicant respectfully submits that the 35 U.S.C. §103(a) rejection of claims 1-5 and 8-12 have been overcome.

CONCLUSION

Applicant has made an earnest and *bona fide* effort to clarify the issues before the Examiner and to place this case in condition for allowance. Reconsideration and allowance of claims 1-5 and 8-12 is believed to be in order, and a timely Notice of Allowance to this effect is respectfully requested.

The Commissioner is hereby authorized to charge the fees indicated in the Fee Transmittal, any additional fee(s) or underpayment of fee(s) under 37 CFR 1.16 and 1.17, or to credit any overpayments, to Deposit Account No. 194293, Deposit Account Name STEPTOE & JOHNSON LLP.

Should the Examiner have any questions concerning the foregoing, the Examiner is invited to telephone the undersigned attorney at (310) 734-3200. The undersigned attorney can normally be reached Monday through Friday from about 9:00 AM to 6:00 PM Pacific Time.

Respectfully submitted,

Date: August 25, 2010



Andrew B. Chen
Reg. No. 48,508
STEPTOE & JOHNSON LLP
2121 Avenue of the Stars
Suite 2800
Los Angeles, CA 90067
Tel 310.734.3200
Fax 310.734.3300